



South Eastern VW Association (SEVWA) Sponsorship 2012

Hello,

Please take a look at the information we have provided and let us know if you would be interested in Sponsorship for the 2012 season.

SEVWA is a non-profit volunteer supported group. Since 2003, it has been run by K & L Motorsports LLC (Keith Bumgarner & Kathy Jacobs) and has organized SEVWA shows as well as a point series for racers. K & L and SEVWA are looking towards a continued future, bringing more events for racers, show cars and VW Enthusiasts alike in the Southeast region. SEVWA Events are All Volkswagen Car Show, Swap Meet and Drag Racing. We also do an indoor Show/ Swap only event with the Shriner's in NC which started in 2007 and the Pittsburgh Classic in PA started in late 2008. All together there are 7 events put on by K & L and SEVWA and we average around 1400 spectators per event.

The SEVWA is also a points series for any VW Racer on the East Coast. SEVWA works with other Event Promoters on the East Coast, which are part of the series as well. We usually have anywhere from 5-8 races on the schedule for a racer to go to and collect points. At the end of the year, these points are tallied up and we declare a champion in 3 different Bracket classes. The SEVWA averages around 60 individual race members a year and awards over \$3500 in cash and prizes for our points series. We also randomly give away promotional items donated from our generous sponsors at a few of our races. The SEVWA events are not only for our racers but for the VW community as a whole. New for 2011, we will be adding a Pro Outlaw Class to our points program. This will be heads up racing and same points apply to these guys with the exception of extra

points for qualifying. If you would be interested in sponsoring this class, just let us know.

In the last few years K & L have accomplished several special endeavors which many said could never happen. March 2006 at Silver Dollar Raceway in Reynolds, Ga, we managed to bring out two of the fastest Dragsters in the US. These two had never had a match race until that day! The VW Paradise Crew from San Diego, CA with the Paradise Express and Roger Tannanbaum of Billet Racing Engines of Bradenton, FL. The Vintage Street and Unlimited Street East classes were added in 2006 & 2007. The Unlimited Street East class has become very popular over the last year and will be an added addition at our Farmington Fall event for 2011 again. October 2007 at Farmington Dragway brought out the largest Pro Stock heads up racing field ever! The Pro Stock group has a few races every year and usually only have 8 or less, but we managed to get 14 at one event! We are always looking for that one extraordinary piece that will make our events stand out from the rest!

Our goals are to provide the VW racers quality venues to safely race, as well as providing a family friendly atmosphere for VW enthusiasts to show and swap. We are here for the VW Community and look forward to each and every race. These race events are there for the VW Enthusiasts so they can come and have a place to bring their family and have fun. We hope when new VW folks come to the K & L Motorsports/SEVWA events, they can see what we can provide for each other. We hope that the quality in the K & L Motorsports/SEVWA events will encourage the community to continue to have a long prosperous future.

We have had several feature articles in national publications such as Hot VWs, and even an article in National Dragster.

Currently the 2012 season race events are as follows:

3-11 : Silver Dollar Showdown #11 ; Silver Dollar Raceway in Reynolds, Ga

4-1 : Big Bug Shootout #8 ; Piedmont Dragway near Greensboro, NC

5-20 : Fast Times at Farmington #17; Farmington Dragway Mocksville, NC

6-10 Summer Fun in the Mountains /SEVWA 10th Anniversary Event
English Mountain Dragway in Newport, TN

8-19 : Northern Challenge #7; Motormile Dragway in Radford, VA

9-23: Darlington Showdown #1; Darlington Dragway in Hartsville, SC

10-21 : Fast Times at Farmington #18; Farmington Dragway Mocksville, NC

Other events that are organized by K & L Motorsports, but not in the points series
or in this sponsorship package are

January 15..... 6th Annual Shriner's Winter Volksfest 2012/ Greensboro
Coliseum in Greensboro, NC.....**INDOOR** VW Show & Swap Meet.

April 22..... 5th Annual Pittsburgh Classic / Pittsburgh Raceway Park in New
Alexandria, PA..... All VW Car show, swap meet & Drag Racing.

*If you are interested in sponsoring or attending as a vendor to these two events,
just let us know.*

Here is what SEVWA Sponsorship can do for your business.

- Your business name & logo will be displayed on any and all promotional materials. This includes show flyers, show shirts as well as the SEVWA website. Your business name will also be announced over the intercom during the events.
- Your business will receive a limited number of complementary front gate passes as well as show shirts.
- Your business will receive complementary vendor space (optional)

Please look closely at the different levels of sponsorship. Choose one that will best fit your budget and your specific needs. We all know that due to these economic times, it may not be possible to do any of the below. We would love to still have you on board, even if it is just Product. Just contact us with any questions or concerns.

Platinum Sponsors

- \$1000 cash or Product
 - Your business will be headlined in extra large letters on the design of all show shirts, flyers and on the SEVWA website. Any ads for your business will be placed on the website and sent in emails at no charge.
 - Complementary Vendor space to display/sell/hand out pamphlets for your business.
 - 4 complementary front gate passes(per event)
 - 2 tour shirts

Gold Sponsors

- \$500 cash or Product
 - Your business logo will be on the design of all show shirts, flyers and on the SEVWA website.
 - Complementary Vendor space to display/sell/hand out pamphlets for your business.
 - 2 complementary front gate passes(per event)
 - 1 tour shirt

Silver Sponsors

- \$350 cash or Product
 - Your business name will be written out on the back of all show shirts, flyers and on the SEVWA website.
 - Discounted Vendor space to display/sell/hand out pamphlets for your business. (\$25 per event for vendor space. You can include this in your sponsorship money, if you know which events you will be attending.)
 - 2 complementary front gate passes(per event)
 - 1 tour shirt

Bronze Sponsors

- \$150 cash or Product
 - Your business name will be on the flyers and on the SEVWA website.
 - 1 complementary front gate passes(per event)

We would like to have banners from your business to display at SEVWA events. If you are unable to attend the event, please send us any flyers for your business and we will gladly display them.

If you have any questions, please feel free to ask us. We encourage you to take advantage of this unique opportunity to help support the Southeastern VW Community as well as highlighting your business in front of local Volkswagen customers.

Kathy Jacobs & Keith Bumgarner
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Sponsorship for SEVWA FORM

Please fill out and mail into address above with check or money order made payable to K & L Motorsports, LLC or send money to our Paypal at sevwa@sevwa.com with the info below.

You will receive a receipt for your records and a Sponsor card to get you into the events.

Name/Business Name: _____

Address: _____

City, State, Zip: _____

Email & Phone Number: _____

Website: _____

Shirt Size: _____

Please indicate here if you would like to just sponsor one event or the whole year
